

917.83  
A72C

# CARRYING ON FOR 50 YEARS WITH THE COURAGE OF CUSTER

— ● —  
1876-1926



GENERAL GEORGE A. CUSTER

Born, December 5, 1839

Killed June 25, 1876

— ● —  
Published by the Division of Publicity,  
DEPARTMENT OF AGRICULTURE, LABOR AND INDUSTRY

A. H. BOWMAN  
Commissioner

BARCLAY CRAIGHEAD  
Publicity Division

— ● —  
Printed and Circulated by Authority of the State of Montana  
Helena



3 0864 1006 7159 6



Southeastern Montana looms large in Montana history. It was here the first white men first set foot on Montana soil. That honor belongs to the Verendryes, Frenchmen, fur traders, explorers. Viewing a sunset in the Big Horn range of the Rockies on New Year's day, 1743, the Verendryes wrote, "This is the Land of Shining Mountains." The striking metaphor has clung to Montana for almost two centuries.

And it was in the Big Horn country on June 25, 1876, that gallant Custer and all of his immediate command went down in crushing defeat before five thousand Sioux and Cheyenne warriors. Even in Montana, new citizens find it difficult to believe that this memorable engagement was fought only fifty years ago; that it has been only half a century since the soul inspiring mountains of the Big Horn range looked down upon an age of savagery, when wild beasts roamed the plains and the Indian in unfettered freedom built his wigwam.

It was the Custer fight—massacre is a misnomer for it, for the valorous representatives of the white race died fighting with weapons in their hands—that marked the beginning of the new era in Montana, once the domain of the Sioux, the Cheyenne, the Crow and other tribes closely related or allied with these. It aroused the nation to action and a determination to clear this section once for all of the hostiles who were preying upon settlers and menacing survey crews for the Northern Pacific, then pushing its way through the Dakotas and headed for the coast.

Within little more than a year, 15 months to be exact, the job had been done, the reds had been herded back to their reservations and except for a minor outbreak or two, involving a few individuals rebelling against the rule of an Indian agent, the sound of a gun in organized conflict fired has not been heard.

\* \* \*

When Custer was killed there were in Montana only 851 farms, according to the federal census. They contained 139,537 acres of which 84,674 acres were reported improved. Only one-tenth of one per cent of the total area of the state was devoted to agricultural purposes.

There was only one farm in all of eastern Montana.

Custer's sacrifice was not in vain, as 47,000 Montana farms will testify. Last year Montana produced from her farms, crops and livestock valued at \$175,000,000, an average gross income of about \$200 per month for each farm. The gross value of all the products of Montana last year are estimated to have a value of almost \$324,000,000, a





production. at the rate of \$580 for every man, woman and child in the state. (See table on back page of this folder.)

\* \* \*

The winds that sweep in wild joy through the deep canyons of the Big Horn will ever sing peans of praise for brave Custer and his men.

Next June, at Custer's field, three miles from Crow Agency, Montana will commemorate the sacrifice. During the three days of the semi-centennial anniversary of the Battle of the Little Big Horn, there will be renewals of the pledges of peace which in the last half century have joined the whites and reds in common cause for advancement of their state.

Not only will the pipe of peace be passed by chosen representatives of two races, once, and not so long ago, at grips in bloody, cruel conflict, but for the first time within the memory of man or within any era covered by tradition, two Indian tribes, Crow and Sioux, will pledge themselves in manner prescribed by ancient rite to a common brotherhood. These two, enemies since time immemorial, will bury the tomahawk.

Custer's old regiment, the Seventh, will participate in the solemn ceremonies which will mark observance of the semi-centennial anniversary. Four troops and the regimental band will be brought to Custer's field from the Mexican border for the occasion. So, too, will the once warlike Sioux and Cheyennes have a part in commemoration of the battle in which their people made a last and vicious stand. Just when the Seventh will be paying tribute to their dead, the redmen will be chanting their death songs for those who paid with their lives the price of a dearly purchased victory.



The Seventh on the three days to be devoted to the observance, June 24, 25 and 26, will retrace the steps of Custer and his command from the mouth of the Little Rosebud where the expedition started to the battlefield. On the afternoon of the twenty-fifth as they travel along that high ridge leading to the knoll where Custer made his stand, they will be met by some three thousand Sioux and Cheyennes gathered from the reservations of Montana, Wyoming and the Dakotas. At the monument on which is graven the names of the 206 who fell with Custer, the two groups will fraternize and with Indian and trooper riding side by side, the cavalcade will wend its way to a great natural amphitheater in the national cemetery just



General Edward S. Godfrey

great revival of the camp life, customs, ceremonials, dances and past times of the Indian of 50 years ago. Thousands will be attired in the picturesque garb their forebears of Custer's time wore. The reservations of four states are being combed for ancient tepees and examples of the finery worn by the braves, coup sticks of the warriors, the old accoutrements and examples of the handiwork, those beautiful beaded pieces, of the squaws. These all will be on exhibit.

\* \* \*

The conditions out of which Custer and his men were moulded exist in Montana no longer. Gone they are like the stage coach and the outlaw. There are no more frontiers. Through the wilderness runs the electric locomotive and the auto. In the unsettled regions held by the state and government, as in the big national parks, the forester and game warden holds the hunter in awe. We are living in a new Montana. The future belongs always to the newcomer.

\* \* \*

Montana still has much to offer the newcomer.

Our lands are the lowest priced in the United States, according to the United States Department of Agriculture. Our yield per acre is much above the average in the United States. The quality of our products (as in the case of wheat) is so superior that on many major crops our farmers receive a premium sufficient to overcome the handicap of distance from price-fixing markets. Moreover, our tax per acre on land is the lowest in the United States, save Arizona.



below and there the peace pipe will be passed, the tomahawk buried.

A great reunion of Indian war veterans has been set for the twenty-fourth at Crow Agency where the old soldiers will be guests of the National Custer Memorial association for the three days. Sioux and Cheyenne survivors of the battle, possibly two score of them, will attend the reunion. They, too, will be guests of the national organization sponsoring the affair.

On the twenty-sixth, a park, where the battalions of Benteen and Reno made their stand while the extermination of their comrades under Custer was in progress four miles away, will be dedicated. Congress has just appropriated \$2500.00 for its purchase. A permanent marker will be placed there. In this ceremony, also, the troopers and Indians will join.

During the three days devoted to the semi-centennial at a point midway between the battlefield and the Crow Agency, where the Indians will be camped, the Crows in co-operation with the other tribes will participate in a



For the protection of the buying public, Montana has an advanced real estate law, affording genuine protection against misrepresentation by the unscrupulous broker. Briefly the law requires that before one may legally engage in the real estate business in Montana he must first apply for a license. Before a license is granted the applicant must submit satisfactory references from at least five freeholders in his county, certifying that they believe the applicant "to be a man of good moral character, and in their judgment well qualified to carry on the business of a Real Estate Broker." He must then furnish a bond of \$1,000 to guarantee the buyer against misrepresentation.

\* \* \*

In Montana, the rolling hills adjacent to the Custer Battlefield, the lofty peaks of the Beartooth, the snow-capped summits of the Glacier will ever be a primeval paradise for the stranger who visits the state.

Montana in June is a land of promise.

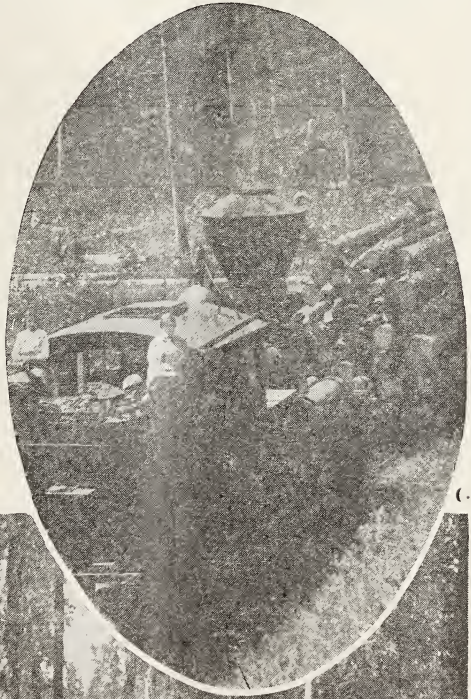
Fresh, cool, brisk air that brings joy to the heart and gladness to the soul; Montana in June is a land where the green-turning hills and the forest clad verdure of the mountains and valleys will re-awaken the dreams of childhood.

\* \* \*

At the critical moment in the Battle of the Little Big Horn when confronted by an overwhelming number of foes, faced with the certain prospect of destruction unless supplied with immediate reinforcements and pack-mule supplies of ammunitions, General Custer sent back this terse appeal to Captain Benteen:

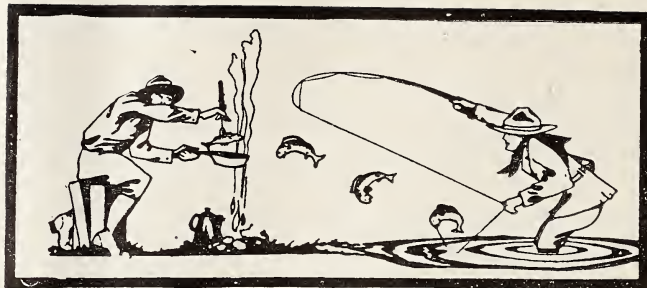
"Benteen, Come on. Big Village. Be Quick. Bring Packs."

General Custer's last command rings out through the vista of fifty years with prophetic accent. "COME ON" might well be the watchword



Forest Scene in June in Montana.

of the Great Sovereign State of Montana, the challenge thrown out to the best in its manhood and womanhood to carry on in finest measure the great destinies of the Commonwealth.



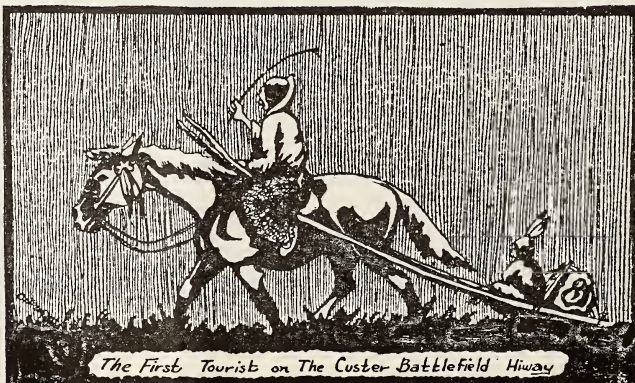
"COME ON"—it is the appeal of Montana to all her people, to the people of sister Commonwealths and to the people of the Nation at large, to join hands in the proper and fitting commemoration of the last stand of that band of troopers and their beloved general, who, heroes all, went to their death with the imperishable valor of the American soldier—fighting at the Little Big Horn fifty years ago, a hopeless fight to the last man and the last cartridge.

"COME ON"—Montana will welcome you.

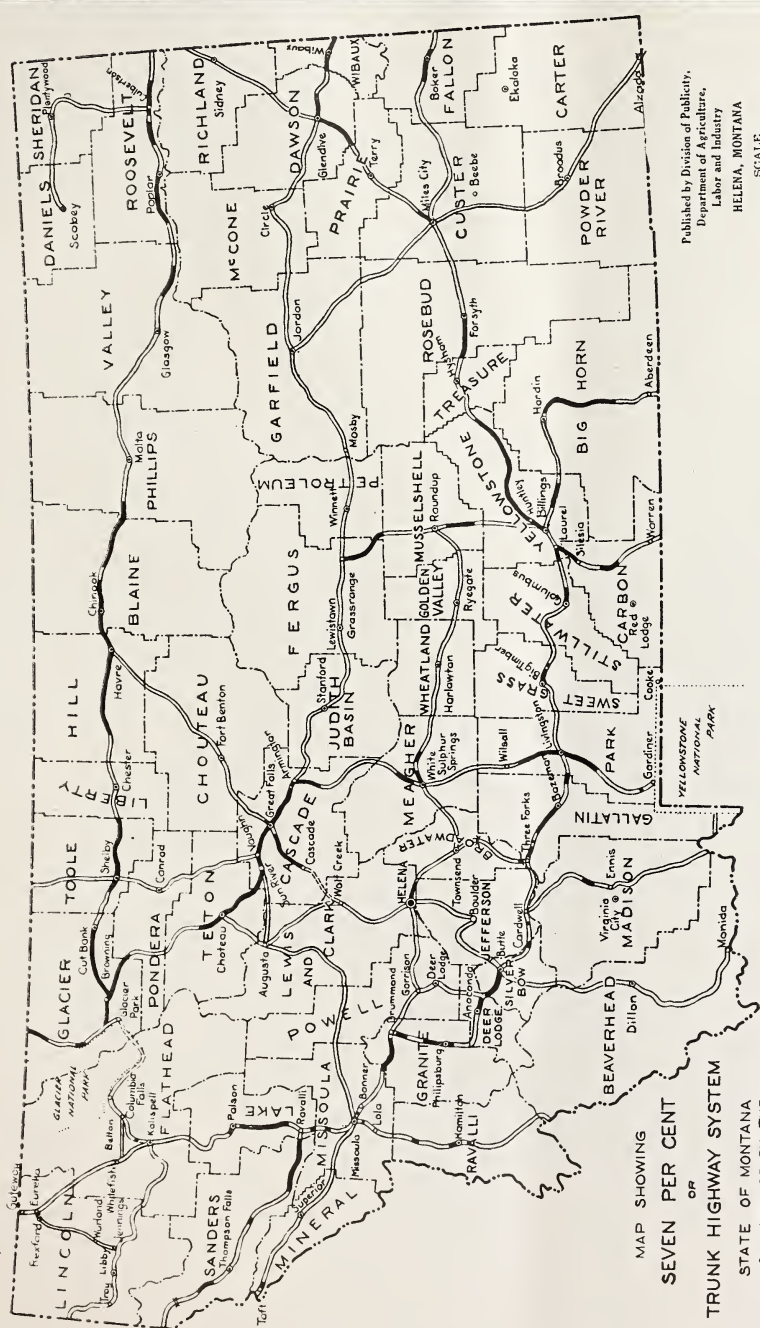
#### — ● — PUBLICATIONS.

[ *Following are the publications issued by the  
Division of Publicity, Department of Agri-  
culture, Labor and Industry, Helena. (1926.)* ]

1. Licensed and Bonded Real Estate Brokers of Montana. (Pamphlet.)
2. Montana: Resources and Opportunities, 1926 Edition (300 pages).
3. Montana: Industrial Resource Edition (170 pages).
4. The Montana Farm Review. (Joint Bulletin with U. S. Department.)
5. The Montana Labor Review. (To be issued about July 1, 1926.)
6. Recreational Resources. (To be issued about July 1, 1926.) (Folder.)
7. Directory of State and County Officials in Montana. (Folder.)
8. Reasons for Buying From Bonded and Licensed Real Estate Brokers.
9. Newspaper Directory of Montana. (Folder.)
10. The Montana News Letter. (Issued to Newspapers and Organizations Only.)
11. Official State-Federal Crop Reports. (Monthly.)
12. Horticulture in Montana. (150 pages.)
13. Carrying on for 50 Years With the Courage of Custer. (Folder.)
14. How to Save Your White Pine Crop. (Folder.)







MAP SHOWING  
SEVEN PER CENT  
OR  
TRUNK HIGHWAY SYSTEM

STATE OF MONTANA  
AS APPROVED BY THE  
U.S. BUREAU OF PUBLIC ROADS  
CONTRACTED F.A. PROJECTS SHOWN BY SOLID LINES

Published by Division of Publicity,  
Department of Agriculture,  
Labor and Industry  
HELENA, MONTANA

SCALE  
Statute-Miles 48.3 = 1 Inch.

# THE PRODUCTS OF MONTANA.

1925

Products of farms .....	a/	\$110,190,000
Wheat .....	\$48,243,000	
Corn .....	6,255,000	
Oats .....	7,608,000	
Barley .....	2,358,000	
Rye .....	1,036,000	
Flax .....	2,684,000	
All Hay .....	25,613,000	
Potatoes .....	6,048,000	
Apples .....	140,000	
Beans .....	1,525,000	
Peas .....	1,265,000	
Sugar Beets .....	3,080,000	
Alfalfa Seed .....	1,225,000	
Other Crops .....	3,080,000	
Livestock .....	a/	\$65,173,000
Beef Cattle .....	\$26,477,000	
Sheep and Lambs .....	9,926,000	
Wool .....	9,156,000	
Milk and Milk Products, Butter, Cheese.....	8,859,000	
Hogs .....	5,685,000	
Poultry and Eggs .....	3,500,000	
Honey .....	250,000	
Horses .....	1,320,000	
Metal Mines .....		\$66,000,000
Manufacturers .....		51,500,000
Lumber .....		14,350,000
Coal Mines .....		9,161,360
Oil .....		6,023,876
Fish, Fur and Fur Products.....		1,500,000
Total Value of Products.....		\$323,898,236

a/ As between value of crops raised and value of livestock and its products sold there is a certain amount of duplication in value due to portions of crop production being fed to livestock and thus counted again in the value of livestock sold. It is estimated that of the \$110,190,000 value of crops produced that \$57,360,000 worth of crop production is sold, or will be sold by Montana farmers. The difference will represent both the value of products fed to livestock as well as the amounts consumed on the farm or obtained as seed.